

Format:

9-Month Program,
Meets One Evening
Per Month, 6-9 PM, at
KSU Galleria Center

Academic Framework:

Mini MBA Program
Focusing on Nine
Strategic Topics

Program Developer:

Michael J. Coles
College of Business at
Kennesaw State
University

Credential: Executive
Certificate in Business
Strategy



EXECUTIVE CERTIFICATE IN BUSINESS STRATEGY: THE COLES COLLEGE **MINI MBA** PROGRAM



Tracy Rex
Global Business Operations
Verizon Enterprise Solutions



Ted Asbury
Chief Marketing Officer
Premium Franchise Brands

> The **Coles Mini MBA** is designed for professionals who want to accelerate their careers by dramatically improving their business acumen. This nine-month program covers nine topics.

- > Strategic **Leadership**
- > Strategic **Innovation**
- > Strategic **Business Models**
- > Strategic **Human Resources**
- > Strategic **Marketing**
- > Strategic **Finance**
- > Strategic **Data Analytics**
- > Strategic **Change Management**
- > Strategic **Planning & Execution**

> The program, offered at **KSU Galleria Center**, meets from 6-9 PM one night a month for nine months. To the left and right are a few of the professionals just now completing the nine-month Mini MBA program.



Michael Cabe
Leadership Development
The Home Depot



Diamara DeSouza
Senior HR Partner
Mercedes-Benz, USA

WHO SHOULD ATTEND?
THE COLES COLLEGE MINI MBA

The Mini MBA program will benefit any professional who wants to reach their full potential as a leader, innovator, and change-maker. The program might be of special interest to:

- >> Middle Managers and Directors aspiring to become a senior executive in the near future.
- >> Human Resources professionals who want to dramatically improve their business knowledge and acumen.
- >> Senior leaders from functional areas who want to broaden and improve their business expertise.
- >> Entrepreneurs and small business owners responsible for running and growing a business.
- >> Professionals who are looking for new skills, and a new credential, that leads to a promotion or a new career.



Mercedes-Benz



Above: Numerous companies have sent employees to the Mini MBA program. Above are logos for just a few of the companies.

WHAT IS THE VALUE?
THE PROGRAM'S NINE TOPICS

- Strategic Leadership**
Great leaders know how to create and communicate an inspiring vision.
- Strategic Innovation**
Discover proven techniques that drive innovation and growth.
- Strategic Business Models**
Bring your new ideas to life using the Business Model Canvas.
- Strategic Marketing**
Develop a strategy that attracts new customers and inspires loyalty.
- Strategic Finance**
Understanding the “language of Business” and its strategic impact.
- Strategic Human Resources**
Proven strategies for identifying, attracting, and retaining top talent.
- Strategic Data Analytics**
Best practices for translating data into meaningful information and insights.

Strategic Change Management
Learn how to effectively plan, communicate and implement change.

Strategic Planning and Execution
Transforming an inspiring vision into strategic goals and tactical plans.

YOUR NEW CREDENTIAL
EXECUTIVE CERTIFICATE IN BUSINESS STRATEGY

The Coles College Mini MBA program is a non-degree, non-credit executive education program. Upon program completion, you will receive an Executive Certificate in Business Strategy (pictured at left).



MEET THE **MINI MBA** TEACHING & RESEARCH TEAM



Tim Blumentritt, Ph.D.
Tim is an Associate Professor of Strategy and the Interim Dean of the College of Continuing and Professional Education. He teaches the Strategic Planning & Execution session in the Mini MBA program. Tim earned a Ph.D. in Management from University of South Carolina.



Everett Darby, MBA, CPI
Everett posts a proven 35-year track record in driving innovation and growth; and building high-performance teams. Everett is an expert in the areas of innovation execution and change leadership. He held executive leadership roles at Monsanto and The Coca-Cola Company.



Ken Harmon, Ph.D.
Ken is a Professor of Accounting in the Michael J. Coles College of Business and the former Provost and Interim President of Kennesaw State University. He is invited to be the keynote speaker at the Mini MBA graduation delivering his presentation on the "Pursuit of Happiness."



Virginia Means, CPO
Virginia is the Chief People Officer for United Distributors in Atlanta. She is responsible for all aspects of human capital strategy and is the former Chairman of SHRM-Atlanta. Virginia, in partnership with Bob Collins, delivers the program's session on Strategic Human Resources.



Jennifer Priestley, Ph.D.
Jennifer is an award-winning professor and researcher in the areas of data science and data analytics. She is Director of the Center for Data Science and Analytics and Associate Dean in KSU's Graduate School. Jennifer and Gene Ray deliver the program's Data Analytics session.



Steve Olson, Ph.D., CPI
Steve has been a pioneering leader in executive education for more than 25 years. Steve has won nine teaching awards during his career in academia. He is currently a Distinguished Lecturer in Innovation and Leadership at the University of Tennessee in Chattanooga.



Larry Stevens, CPA
Larry is a popular instructor in KSU's accounting programs and also the Certified Mergers & Acquisitions Professional program. He is a former partner (now retired) at PricewaterhouseCoopers. Larry leads the program's Strategic Finance session.



Dan Stotz, M.S., CPI
Dan is Executive Director of Executive Education Programs and a Lecturer in Management. He teaches the Strategic Business Models session of the Mini MBA program. Dan has 25+ years of experience teaching leadership and business management.



Sheb True, Ph.D.
Sheb is a Professor of Marketing teaching in KSU's Executive MBA and Part-Time MBA programs. He leads the Mini MBA session on Strategic Marketing. Sheb is an accomplished researcher in international business. He earned a Ph.D. in Marketing.



Sylvia Carey-Butler, PhD
Dr. Sylvia R. Carey-Butler joined Kennesaw State University as the Chief Diversity Officer in July 2019. She most recently served as Assistant Chancellor at the University of Wisconsin Oshkosh. She has been an educator for over 38 years.

PROGRAM DETAILS: DATES, LOCATION, COST, ETC.



PROGRAM COST

>> \$3,900 per person

PROGRAM DISCOUNTS

>> We offer a **10% discount** to organizations who send 2 or 3 employees and a **15% discount** when you send 4 or 5 employees. We also offer a **20% discount** to KSU alumni and non-profits. Military veterans, contact us directly for discount options.

KSU GALLERIA CENTER DATES

> Earning your Executive Certificate in Business Strategy requires that you attend a minimum of 7 of the 9 face-to-face sessions.

- > Thursday, September 17, 2020
- > Thursday, October 15, 2020
- > Thursday, November 12, 2020
- > Thursday, December 10, 2020
- > Thursday, January 7, 2021
- > Thursday, February 11, 2021
- > Thursday, March 11, 2021
- > Thursday, April 8, 2021
- > Thursday, May 6, 2021

All sessions are held from 6-9 PM.

PROGRAM REGISTRATION

There are three ways to register:

- > Call the Coles College Executive Education Center at 470-578-3414.
- > Send an email message to bluther@kennesaw.edu.
- > Register online at our website: ColesCollege.com/ExecEd



Above: The program is held at the new KSU Galleria Center located just south of I-285 and just west of I-75 (see map above). The new Center is located in the 100 Galleria Building which also houses the popular Georgian Club.

PROGRAM CREDENTIAL

>> Upon completing the program you will earn an **Executive Certificate in Business Strategy**, a paper certificate and also a digital certificate you can display on your LinkedIn profile.

>> A leader in innovative teaching and learning, Kennesaw State University offers more than 150 undergraduate, graduate and doctoral degrees to its nearly 36,000 students. With 13 colleges on two metro Atlanta campuses, Kennesaw State is a member of the University System of Georgia and the third-largest university in the state. A Carnegie-designated doctoral institution, Kennesaw State University is one of the 50 largest public institutions in the country.

>> **Note:** The KSU College of Professional Education reserves the right to cancel or reschedule a program due to low enrollments or other unforeseen circumstances.